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TWENTIETH CENTURY ADVERTISING AND THE ECONOMY OF ABUNDANCE

A review of 50 years of American advertising, its economic and social importance, and its contribution to the American standard of living

Advertising Age
50 YEARS
1930
1980

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Advertising Age 50 YEARS 1930 1980

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Acknowledgement

This fiftieth anniversary issue of ADVERTISING AGE was produced under the general direction of S. R. Bernstein and Stanley E. Cohen, with the indispensable assistance of former staffers Don Morris, Betty Graham, Francis Fanning and Rita Warder. Graphics and make-up by Merle Kingman and Joe Faraci. Color photos by Margaret Maples.

Advertising Age

The International Newspaper of Marketing

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A Look Ahead . . . But No Guarantees

GROSS NATIONAL PRODUCT AND ADVERTISING DOLLAR VOLUME

U.S.—PROJECTION (1980 to 2000)

	1980	1985	1990	1995	2000
Gross National Product (Billions)	$2,600.0	$4,000.0	$5,900.0	$8,800.0	$12,200.0
Advertising Volume* (Billions)	$ 56.8	$ 92.5	$ 140.5	$ 211.0	$ 305.0

*Including Miscellaneous

ADVERTISING DOLLAR VOLUME PROJECTIONS (1980 TO 2000)

(Billions)

By Media Category* —A Supposition

	1980	1985	1990	1995	2000
Newspapers	$15.9	$24.8	$35.5	$50.0	$74.2
Magazines	3.4	5.8	9.2	14.4	21.0
Television	12.4	22.8	38.7	64.3	98.9
Radio	3.8	6.0	8.9	13.0	17.8
Direct Mail	7.6	11.3	15.8	21.6	27.5
Business & Farm Publs.	1.9	2.8	3.9	5.4	7.0
Outdoor & Transit	.6	.8	1.0	1.2	1.3

*Excluding Miscellaneous

Estimated annual U.S. ad expenditures: 1935-1958 (in millions of dollars)

	1935	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958
Newspapers																				
Total	761	815	844	797	899	886	919	1,155	1,471	1,745	1,911	2,070	2,251	2,464	2,632	2,685	3,077	3,233	3,268	3,176
National	148	161	162	141	180	191	203	238	323	379	463	518	529	537	606	607	712	754	768	724
Local	613	654	682	656	719	695	716	917	1,148	1,366	1,448	1,552	1,722	1,927	2,026	2,078	2,365	2,469	2,500	2,452
Magazines																				
Total	130	186	201	187	259	305	344	405	464	477	458	478	535	575	627	629	691	758	777	734
Weeklies	54	103	117	107	154	172	188	202	246	258	245	261	297	325	351	363	397	440	451	425
Women's	51	49	52	52	66	82	97	127	133	133	129	129	143	149	158	152	161	166	165	151
Monthlies	25	34	32	28	39	51	59	76	85	86	84	88	95	101	118	114	133	152	161	158
Farm Publications	10	19	19	18	25	29	32	36	49	56	55	58	64	70	71	71	72	73	71	67
Television																				
Total	—	—	—	—	—	—	—	—	—	—	58	171	332	454	606	809	1,035	1,225	1,286	1,387
Network	—	—	—	—	—	—	—	—	—	—	30	85	181	256	320	422	550	643	690	742
Spot	—	—	—	—	—	—	—	—	—	—	9	31	70	94	145	207	260	329	352	397
Local	—	—	—	—	—	—	—	—	—	—	19	55	81	104	141	180	225	253	244	248
Radio																				
Total	113	215	247	260	314	393	424	455	506	562	571	605	606	624	611	559	545	567	618	620
Network	63	113	125	129	157	192	198	200	201	211	203	196	180	162	141	114	84	60	63	58
Spot	15	42	52	59	71	87	92	98	106	121	123	136	138	141	146	135	134	161	187	190
Local	35	60	70	72	86	114	134	157	199	230	245	273	288	321	324	310	327	346	368	372
Direct Mail	282	334	353	329	322	326	290	334	579	689	756	803	924	1,024	1,099	1,202	1,299	1,419	1,471	1,589
Business Papers	51	76	89	98	142	177	204	211	233	251	248	251	292	365	395	408	446	496	568	525
Outdoor																				
Total	31	45	53	44	42	56	72	86	121	132	131	142	149	162	176	187	192	201	199	192
National	23	34	37	31	29	39	50	60	79	89	88	96	101	109	119	126	130	136	134	130
Local	8	11	16	13	13	17	22	26	42	43	43	46	48	53	57	61	62	65	65	62
Miscellaneous																				
Total	342	420	444	427	487	528	555	658	837	958	1,022	1,122	1,267	1,402	1,523	1,600	1,793	1,948	2,012	2,020
National	168	225	242	228	270	309	327	368	466	522	557	608	696	767	846	899	1,002	1,111	1,169	1,184
Local	174	195	202	199	217	219	228	290	371	436	465	514	571	635	677	701	791	837	843	836
Total																				
National	890	1,190	1,280	1,220	1,455	1,655	1,740	1,950	2,500	2,795	2,990	3,260	3,710	4,100	4,515	4,820	5,380	5,940	6,250	6,340
Local	830	920	970	940	1,035	1,045	1,100	1,390	1,760	2,075	2,220	2,440	2,710	3,040	3,225	3,330	3,770	3,970	4,020	3,970
GRAND TOTAL	1,720	2,110	2,250	2,160	2,490	2,700	2,840	3,340	4,260	4,870	5,210	5,700	6,420	7,140	7,740	8,150	9,150	9,910	10,270	10,310

Prepared for Advertising Age by Robert J. Coen, McCann-Erickson, 1978, 1979

Estimated annual U.S. ad expenditures: 1959-79 (in millions of dollars)

	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Newspapers																					
Total	3,526	3,681	3,601	3,659	3,780	4,120	4,426	4,865	4,910	5,232	5,714	5,704	6,198	7,008	7,595	8,001	8,442	9,910	11,132	12,707	$14,585
National	773	778	744	722	702	773	784	887	846	889	943	891	991	1,103	1,111	1,194	1,221	1,502	1,677	1,787	2,085
Local	2,753	2,903	2,857	2,937	3,078	3,347	3,642	3,978	4,064	4,343	4,771	4,813	5,207	5,905	6,484	6,807	7 221	8,408	9,455	10,920	12,500
Magazines																					
Total	832	909	895	942	1,002	1,074	1,161	1,254	1,245	1,263	1,344	1,292	1,370	1,440	1,448	1,504	1,465	1,789	2,162	2,597	$ 2,930
Weeklies	479	525	508	519	540	583	610	658	651	657	662	617	626	610	583	630	612	748	903	1,158	1,315
Women's	168	184	187	200	218	231	269	280	282	284	308	301	340	368	362	372	368	457	565	672	735
Monthlies	185	200	200	223	244	260	282	316	312	342	374	374	404	462	503	502	485	584	694	767	880
Farm Publications	71	66	62	65	66	66	71	70	68	68	64	62	57	59	65	72	74	86	90	104	$ 120
Television																					
Total	1,529	1,627	1,691	1,897	2,032	2,289	2,515	2,823	2,909	3,231	3,585	3,596	3,534	4,091	4,460	4,854	5,263	6,721	7,612	8,979	$10,195
Network	776	820	887	976	1,025	1,132	1,237	1,393	1,455	1,523	1,678	1,658	1,593	1,804	1,968	2,145	2,306	2,857	3,460	3,975	4,540
Spot	486	527	548	629	698	806	892	988	988	1,131	1,253	1,234	1,145	1,318	1,377	1,497	1,623	2,154	2,204	2,581	2,890
Local	267	280	256	292	309	351	386	442	466	577	654	704	796	969	1,115	1,212	1,334	1,710	1,948	2,423	2,765
Radio																					
Total	656	693	683	736	789	846	917	1,010	1,048	1,190	1,264	1,308	1,445	1,612	1,723	1,837	1,980	2,330	2,634	2,942	$ 3,265
Network	44	43	43	46	56	59	60	63	64	63	59	56	63	74	68	69	83	105	137	147	170
Spot	206	222	220	233	243	256	275	308	314	360	368	371	395	402	400	405	436	518	546	610	670
Local	406	428	420	457	490	531	582	639	670	767	837	881	987	1,136	1,255	1,363	1,461	1,707	1,951	2,185	2,425
Direct Mail	1,633	1,830	1,850	1,933	2,078	2,184	2,324	2,461	2,488	2,612	2,670	2,766	3,067	3,420	3,698	4,054	4,124	4,786	5,164	5,987	$ 6,650
Business Papers	569	609	578	597	615	623	671	712	707	714	752	740	720	781	865	900	919	1,035	1,221	1,400	$ 1,595
Outdoor																					
Total	193	203	180	171	171	175	180	178	191	208	213	234	261	292	308	309	335	383	418	466	$ 535
National	130	137	122	115	115	117	120	118	126	137	136	154	172	192	200	203	220	252	290	307	350
Local	63	66	58	56	56	58	60	60	65	71	75	80	89	100	108	106	115	131	128	159	185
Miscellaneous																					
Total	2,206	2,342	2,320	2,430	2,567	2,773	2,985	3,257	3,304	3,552	3,814	3,848	4,088	4,597	4,958	5,277	5,571	6,653	7,487	8,658	$ 9,815
National	1,280	1,364	1,366	1,437	1,520	1,630	1,745	1,896	1,909	2,020	2,131	2,126	2,202	2,437	2,575	2,755	2,882	3,474	3,899	4,485	5,060
Local	926	978	954	993	1,047	1,143	1,240	1,361	1,395	1,532	1,683	1,722	1,886	2,160	2,383	2,522	2,689	3,179	3,588	4,173	4,755
Total																					
National	6,855	7,305	7,315	7,695	8,120	8,720	9,340	10,150	10,210	10,800	11,400	11,350	11,775	13,030	13,775	14,810	15,340	18,555	20,850	23,980	$27,060
Local	4,415	4,655	4,545	4,735	4,980	5,430	5,910	6,480	6,660	7,290	8,020	8,200	8,965	10,270	11,345	12,010	12,920	15,135	17,070	19,860	22,630
GRAND TOTAL	11,270	11,960	11,860	12,430	13,100	14,150	15,250	16,630	16,870	18,090	19,420	19,550	20,740	23,300	25,120	26,820	28,160	33,690	37,920	43,840	$49,690

83 agencies with gross income over $5,000,000

Figures shown in this table (000,000 omitted from dollar totals) represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available. In some cases, income and billings figures are also included in the parent company totals. All material on this page and throughout the issue copyright, 1980, by Crain Communications Inc. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income 1979	World Gross Income 1978	U.S. Gross Income 1979	U.S. Gross Income 1978	World Billing 1979	World Billing 1978	U.S. Billing 1979	U.S. Billing 1978	Data for U.S. only Capitalized Fees 1979	Capitalized Fees 1978	Total Employes 1979	Total Employes 1978
1	2	J. Walter Thompson Co.	253.9	221.5	118.2	107.2	1,693.0	1,476.0	788.0	710.0	101.5	82.2	6,200	5,835
2	10	McCann-Erickson	250.4	211.0	69.4	59.6	1,670.3	1,407.1	463.2	397.1	66.2	50.1	1,241	1,159
3	1	Young & Rubicam	247.6	203.8	149.7	118.1	1,921.1	1,359.5	1,157.5	787.7	151.5	100.0	3,650	2,550
4	3	Ogilvy & Mather International	206.2	168.4	106.8	89.8	1,392.6	1,131.9	712.1	598.9	—	—	1,565	1,796
5	4	Ted Bates & Co.	181.0	133.1	98.4	54.9	1,203.0	904.0	652.7	424.8	65.0	29.5	1,831	1,007
6	23	SSC&B Inc.	153.2	133.1	33.3	31.1	1,021.6	887.6	222.4	175.9	2.4	7.0	545	445
7	7	BBDO International	144.8	120.4	91.3	80.1	985.5	817.3	625.6	541.5	38.0	43.0	1,653	1,542
8	6	Leo Burnett Co.	141.1	128.3	94.5	89.0	950.7	866.1	639.8	604.0	14.1	16.2	1,462	1,530
9	5	Foote, Cone & Belding	137.6	111.0	95.9	75.7	918.1	740.5	639.9	504.8	89.9	84.0	2,210	2,024
10	14	D'Arcy-MacManus & Masius	128.0	104.7	57.4	50.0	853.6	698.8	382.5	333.7	5.5	3.7	1,505	1,197
11	8	Grey Advertising	106.3	90.3	74.7	65.2	710.0	602.0	498.3	434.7	—	—	1,482	1,440
12	9	Doyle Dane Bernbach	104.0	90.0	72.1	64.5	701.0	600.0	492.0	430.0	40.7	37.4	1,300	1,905
13	11	Benton & Bowles	95.4	77.0	63.8	50.2	638.0	551.8	432.4	369.8	73.3	58.7	1,352	1,228
14	20	Campbell-Ewald	84.2	71.9	39.6	35.0	561.9	480.0	263.8	233.8	47.8	50.8	769	816
15	19	Compton Advertising	77.7	66.1	40.9	36.0	524.6	457.9	281.5	246.2	9.4	6.0	868	799
16	12	Dancer Fitzgerald Sample	68.4	56.5	59.7	51.5	469.9	459.0	420.0	362.0	133.0	123.0	1,084	973
17	13	N W Ayer ABH International	63.9	46.5	58.0	46.5	428.4	325.1	388.5	310.5	36.3	44.1	1,358	998
18	15	Wells, Rich, Greene	56.6	45.4	55.3	44.1	377.6	302.5	368.7	293.8	59.9	54.7	961	761
19	21	Marsteller Inc.	54.3	45.9	37.8	32.9	362.5	306.2	251.9	219.4	61.2	49.1	954	824
20	18	Needham Harper & Steers	50.4	47.0	41.0	38.1	336.2	315.0	273.6	254.1	40.2	24.1	844	916
21	22	Kenyon & Eckhardt	49.2	41.7	33.5	26.7	328.3	278.3	223.3	178.3	15.4	7.8	696	511
22	42	Norman, Craig & Kummel	48.0	46.2	11.3	13.6	323.1	321.3	75.2	90.4	18.4	24.2	176	243
23	16	William Esty Co.	45.6	41.2	45.6	41.2	304.0	275.0	304.0	275.0	—	—	597	584
24	17	Bozell & Jacobs International	45.2	34.5	44.7	34.1	301.3	230.3	298.1	227.2	56.2	49.0	1,225	1,033
25	24	KM&G International	37.7	31.0	30.2	24.5	245.1	195.3	201.6	163.2	37.7	28.6	804	776
26	25	Cunningham & Walsh	29.3	28.9	29.3	28.9	225.2	222.6	225.2	222.6	10.8	11.6	602	652
27	26	Ross Roy Inc.	26.9	25.0	26.9	25.0	179.0	167.0	179.0	167.0	75.0	66.0	454	497
28	27	Campbell-Mithun	23.8	21.2	23.8	21.2	158.4	141.0	158.4	141.0	19.4	17.0	589	522
29	38	Wunderman, Ricotta & Kline	22.7	17.4	13.7	10.8	151.2	115.7	91.3	69.9	—	—	247	209
30	29	Nationwide Advertising Service	18.2	11.8	16.7	10.9	69.8	52.0	63.4	48.1	—	—	195	189
31	35	Scali, McCabe, Sloves	18.0	12.1	14.9	11.4	114.4	80.4	99.0	76.2	—	10.1	264	215
32	28	McCaffrey & McCall	16.8	12.8	16.8	12.8	115.1	102.2	115.1	102.2	—	—	290	238
33	30	Marschalk Co.	16.6	14.4	16.6	14.4	111.0	95.9	111.0	95.9	24.0	23.9	276	268
34	31	Keller-Crescent	16.2	13.9	16.2	13.9	85.3	80.3	85.3	80.3	41.7	39.5	590	605
35	32	Della Femina, Travisano & Partners	15.6	12.4	15.6	12.4	111.0	88.1	111.0	88.1	11.1	7.2	235	192
36	33	Tracy-Locke	15.5	12.7	15.5	12.7	110.4	90.6	110.4	90.6	25.9	23.2	349	308
37	34	Creamer Inc.	15.3	13.1	15.3	13.1	102.0	87.3	102.0	87.3	9.0	4.0	370	323
38	36	Leber Katz Partners	14.8	13.7	14.8	13.1	105.0	97.8	105.0	93.5	15.7	13.5	190	177
39	37	Doremus & Co.	13.9	11.9	13.9	11.9	90.9	77.6	90.9	77.6	41.0	32.8	370	356
40	40	Warwick, Welsh & Miller	13.7	12.2	12.8	11.3	91.0	81.0	85.0	75.0	21.6	22.8	310	310
41	39	Tatham-Laird & Kudner	13.3	13.3	13.3	13.3	89.2	89.0	89.2	89.0	23.0	21.5	340	290
42	41	W. B. Doner & Co.	12.3	10.8	12.3	10.8	82.0	72.0	82.0	72.0	16.0	12.2	311	266
43	46	Sudler & Hennessey	10.9	8.8	8.5	7.5	56.0	50.3	—	—	—	—	163	NA
44	43	Daniel & Charles Associates	10.8	10.4	10.8	10.4	72.0	69.0	72.0	69.0	5.0	5.0	172	169
45	44	C. T. Clyne Co.	10.4	9.1	10.4	9.1	68.8	60.3	68.8	60.3	2.4	2.1	128	131
46	74	Dailey & Associates	10.4	9.3	5.8	4.6	77.0	68.0	46.0	36.7	10.1	8.1	250	240
47	45	Bloom Advertising	9.0	7.8	9.0	7.8	60.0	51.9	60.0	51.9	—	—	274	239
48	47	Eisaman, Johns & Laws	8.3	7.3	8.3	7.3	55.6	48.5	55.6	48.5	1.9	2.3	136	126
49	48	Rosenfeld, Sirowitz & Lawson	8.1	6.9	8.1	6.9	62.3	52.2	62.3	52.2	10.2	4.9	151	135
50	49	Cole & Weber	8.0	7.4	8.0	7.4	58.5	50.6	58.5	50.6	15.3	13.5	178	171
51	50	Diener/Hauser/Bates	8.0	5.1	8.0	5.1	63.8	33.0	63.8	33.0	—	—	150	122
52	57	Nadler & Larimer	7.9	7.2	6.9	6.3	52.5	48.0	46.0	42.0	—	—	150	150
53	51	DKG Advertising	7.8	7.6	7.8	7.6	55.0	53.0	55.0	53.0	9.5	8.5	170	176
54	52	Rumrill-Hoyt	7.8	6.9	7.8	6.9	51.3	46.1	51.3	46.1	13.2	12.1	179	179
55	53	David W. Evans Inc.	7.6	7.0	7.6	7.0	50.7	46.7	50.7	46.7	17.4	16.5	210	181
56	54	Lewis & Gilman	7.6	6.4	7.6	6.4	50.9	42.5	50.9	42.5	16.3	13.0	208	203

Continued on next page

1979 World Income Rank	1979 U.S. Income Rank	Agency	World Gross Income 1979	World Gross Income 1978	U.S. Gross Income 1979	U.S. Gross Income 1978	World Billing 1979	World Billing 1978	U.S. Billing 1979	U.S. Billing 1978	Data for U.S. only Capitalized Fees 1979	Capitalized Fees 1978	Total Employes 1979	Total Employes 1978
57	55	Waring & LaRosa	7.6	6.4	7.3	6.2	50.5	42.5	48.5	40.9	6.0	5.0	120	105
58	58	A. Eicoff & Co.	7.4	6.6	6.7	6.0	49.4	44.3	44.9	40.3	1.5	1.4	137	121
59	56	Lee King & Partners	6.9	6.5	6.9	6.5	46.3	43.0	46.3	43.0	7.4	6.2	175	176
60	59	McDonald & Little	6.6	6.6	6.6	6.5	44.1	43.8	44.1	43.6	15.4	17.1	147	148
61	60	de Garmo Inc.	6.5	5.8	6.5	5.5	58.7	53.0	58.7	51.0	14.8	11.6	—	—
62	61	F. William Free & Co.	6.5	6.2	6.5	6.2	53.4	50.3	53.4	50.3	4.7	4.5	85	83
63	62	Case & McGrath	6.4	6.1	6.4	6.1	42.4	40.4	42.4	40.4	2.0	2.0	96	105
64	63	Henderson Advertising	6.4	4.8	6.4	4.8	42.4	32.3	42.4	32.4	5.8	2.4	128	101
65	73	Meldrum & Fewsmith	6.4	5.2	5.9	4.8	45.0	36.5	40.0	30.0	—	—	175	176
66	75	AC&R Advertising	6.3	5.8	5.7	5.5	43.0	37.9	37.6	35.8	1.1	1.4	156	124
67	64	Griswold-Eshleman Co.	6.3	6.4	6.3	6.2	41.5	44.0	41.5	43.1	4.1	6.6	144	182
68	65	William Douglas McAdams	6.3	6.0	6.3	6.0	42.5	41.0	42.5	41.0	3.8	5.0	123	166
69	66	Advertising to Women	6.1	5.2	6.1	5.2	41.0	32.0	41.0	32.0	—	—	77	67
70	67	Hicks & Greist	6.1	5.4	6.1	5.4	41.5	37.0	41.5	37.0	2.0	2.0	112	116
71	70	Al Paul Lefton	6.1	5.2	6.0	5.1	41.8	35.0	39.8	34.0	—	—	185	175
72	68	Manoff Geers Gross	6.1	5.5	6.1	5.5	42.8	38.2	42.8	38.2	4.8	3.1	100	95
73	69	Abelson-Frankel	6.0	4.8	6.0	4.8	38.5	30.4	38.5	30.4	32.8	25.0	120	109
74	71	Arthur Meyerhoff Associates	6.0	5.3	6.0	5.0	50.7	44.1	50.7	41.9	0.2	0.4	137	142
75	72	Humphrey Browning MacDougall	5.9	5.8	5.9	5.8	41.3	39.5	41.3	39.5	2.5	2.4	131	123
76	76	Avrett, Free & Fischer	5.5	3.6	5.5	3.6	43.4	28.8	43.4	28.8	5.0	4.8	67	49
77	77	Fahlgren & Ferriss	5.5	4.5	5.5	4.5	36.6	30.1	36.6	30.1	11.6	8.9	132	122
78	78	Wyse Advertising	5.5	5.0	5.5	5.0	36.2	31.2	36.2	31.2	7.2	11.1	120	120
79	80	Hoffman-York	5.3	4.5	5.3	4.5	35.4	30.3	35.4	30.3	—	—	102	94
80	79	Hill, Holliday, Connors, Cosmopulos	5.3	4.0	5.3	4.0	33.7	23.8	33.7	23.8	13.8	12.1	110	85
81	81	Ally & Gargano	5.2	6.7	5.2	6.6	38.8	45.2	38.8	45.2	2.2	0.2	91	92
82	82	MCA Advertising	5.2	3.2	5.2	3.2	41.2	25.8	41.2	25.8	—	—	47	—
83	83	Sieber & McIntyre	5.0	4.6	4.8	4.2	41.8	40.1	41.1	39.4	29.4	27.6	98	94

Billings of the 25 largest agencies in 1970

Figures shown in this table (000,000 omitted from dollars totals) represent the best information available to Advertising Age and are constructed either from answers to questionnaires (sometimes revised on the basis of other information) or on the best data available.

1970 Billing Rank World	U.S.		World Billing 1970	World Billing 1969	Data for U.S. Only: U.S. Billing 1970	U.S. Billing 1969	Space/Time 1970	Space/Time 1969	Capitalized Fees 1970	Capitalized Fees 1969	Gross Income 1970	Gross Income 1969	Total Employes 1970	Total Employes 1969
1	1	J. Walter Thompson Co.	$764.0	$740.0	$436.0	$445.0	$391.0	$407.0	$45.0	$38.0	$ —	$ —	2,830	2,902
2	7	McCann-Erickson*	546.9	511.1	246.5	353.3	190.0	195.0	26.0	28.0	—	—	1,110	1,534
3	2	Young & Rubicam	520.2	522.9	356.4	371.2	117.3	113.8	29.6	21.1	52.0	53.8	2,165	2,315
4	5	Ted Bates & Co.	414.2	375.1	254.0	229.9	218.6	203.0	7.5	5.1	38.6	35.4	1,779	1,497
5	4	Leo Burnett Co.	389.0	359.9	283.0	289.9	236.6	246.7	11.1	7.3	—	53.0	1,510	1,557
6	3	Batten, Barton, Durstine & Osborn	350.4	356.2	324.4	336.4	253.1	262.6	29.4	29.0	47.6	49.6	1,663	1,837
7	6	Doyle Dane Bernbach	291.4	269.9	249.7	234.7	209.5	198.9	11.6	9.6	37.2	34.6	1,350	1,433
8	8	Grey Advertising	251.4	228.1	201.0	183.8	194.0	177.8	7.0	6.0	14.4	13.9	1,177	1,324
9	12	Ogilvy & Mather	250.2	225.6	159.0	152.3	138.5	131.3	—	—	—	—	850	903
10	9	Foote, Cone & Belding Communications	240.6	260.6	179.0	197.9	158.8	181.0	10.3	6.8	36.1	39.1	1,008	1,106
11	17	SSC&B Inc.	218.5	115.9	122.4	115.9	111.6	104.0	1.1	2.6	—	—	519	583
12	15	Benton & Bowles	186.9	175.9	139.3	136.4	134.9	132.0	4.3	4.4	20.6	20.2	802	826
13	18	Compton Advertising	186.0	180.0	120.0	120.0	90.0	97.4	12.2	7.8	18.0	17.9	617	796
14	10	William Esty Co.	170.0	169.0	170.0	169.0	157.0	156.0	—	—	—	—	750	781
15	11	Dancer-Fitzgerald-Sample	168.0	163.0	163.1	158.9	144.7	144.1	4.8	1.8	—	—	724	803
16	13	Lennen & Newell	160.0	126.3	140.0	116.0	119.3	102.0	7.4	5.0	—	—	790	764
17	28	Norman, Craig & Kummel	153.5	140.0	67.5	69.0	58.5	60.5	9.0	8.5	—	—	410	430
18	13	N. W. Ayer & Son	143.6	148.6	140.0	144.2	108.1	110.9	16.8	19.1	—	—	968	1,082
19	16	Needham, Harper & Steers	141.1	115.0	130.8	104.5	103.8	81.1	11.9	13.3	18.4	15.0	636	607
20	19	MacManus, John & Adams	120.0	125.8	108.0	115.8	76.0	82.5	14.0	12.2	16.2	16.6	636	720
21	22	Kenyon & Eckhardt Advertising	113.7	106.5	95.2	95.0	68.6	70.3	11.0	10.0	—	—	600	600
22	21	Ketchum, MacLeod & Grove	105.7	95.2	96.7	92.1	72.0	65.0	14.7	16.1	—	—	655	665
23	20	Campbell-Ewald Co.	100.8	123.8	98.5	120.7	77.8	97.3	3.7	2.8	—	—	580	750
24	23	Wells, Rich, Greene	96.9	80.2	91.2	75.8	75.3	62.5	3.4	3.1	13.7	11.4	296	338
25	27	Marsteller Inc.	83.5	74.1	69.3	63.0	29.5	27.5	23.0	19.5	10.4	9.5	445	486

Top 20 Advertisers Through the Years

(Advertising expenditures and sales rounded to the nearest million)

	1978				1970				1960				1955			
	RANK	ADV. EXP.	SALES	ADV. AS % OF SALES	RANK	ADV. EXP.	SALES	ADV. AS % OF SALES	RANK	ADV. EXP.	SALES	ADV. AS % OF SALES	RANK	ADV. EXP.	SALES	ADV. AS % OF SALES
PROCTER & GAMBLE	1	$554	$9,329	5.9	1	$265	$3,178	8.3	2	$127	$1,542	8.2	2	$85	$ 966	8.8
SEARS ROEBUCK	2	418	17,946	2.3	3	130	9,262	1.4	11	43	4,134	1.0				
GENERAL FOODS	3	340	5,473	6.2	2	170	2,000	8.5	3	110	1,160	9.5	3	75	825	9.1
GENERAL MOTORS	4	266	63,221	0.4	4	130	18,752	0.7	1	169	12,736	1.3	1	170	12,400	1.4
K MART	5	250	11,696	2.1												
PHILIP MORRIS	6	237	6,632	3.6	17	66	1,510	4.4								
WARNER LAMBERT	7	211	2,878	7.3	5	126	1,257	10.0								
FORD MOTOR	8	210	42,784	0.5	9	90	15,000	0.6	4	91	5,238	1.7	4	73	5,594	1.3
BRISTOL-MYERS	9	193	2,450	7.9	7	117	981	11.9	13	40	147	27.2				
CHRYSLER	10	189	13,600	1.4					9	57	3,007	1.9	5	69	3,466	2.0
AM. HOME PRODS	11	183	3,277	5.6	8	100	1,050	9.5	7	65	447	14.5				
R. J. REYNOLDS	12	183	6,622	2.8	11	85	2,485	3.4	10	50	1,418	3.5	14	27	866	3.1
AM. TELE & TELE	13	173	40,933	0.4	10	87	17,000	0.5	20	35	7,920	0.4				
GENERAL MILLS	14	170	3,745	4.5					18	36	576	6.3	11	29	516	5.6
MOBIL CORP.	15	163	37,331	0.4												
PEPSICO	16	156	4,300	3.6												
BEATRICE FOODS	17	150	7,468	2.0												
LEVER BROS.	18	145	1,812	8.0	18	65	525	12.4	5	81	389	20.8	8	55	250	22.0
NORTON SIMON INC	19	145	2,429	6.0												
ESMARK INC.	20	141	5,864	2.4												
COCA-COLA					12	77	1,606	4.8					15	26	253	10.3
STERLING DRUG					13	77	405	19.0								
RCA					14	76	3,326	2.3					19	24	1,055	2.2
GENERAL ELECTRIC					15	71	8,727	0.8	6	73	4,298	1.7	7	61	3,095	2.0
SEAGRAMS					16	67	n.a.	n.a.	19	35	768	4.6	10	30	736	4.1
KRAFT *					19	65	2,751	2.4	12	43	1,547	2.8	9	35	1,260	2.8
AMERICAN BRANDS **					20	65	2,674	2.4	16	36	1,215	3.0	13	27	1,091	2.5
DU PONT									14	40	2,143	1.9	20	23	1,298	1.8
WESTINGHOUSE									15	38	1,956	1.9	18	25	1,020	2.5
EASTMAN KODAK									17	36	945	3.8				
COLGATE					6	121	540	22.4	8	59	275	21.5	6	62	281	22.1
GILLETTE													12	28	177	15.8
SCHENLEY													16	25	404	6.1
PHILCO													17	25	373	8.7

Source: Advertising Age annual 100 Leading National Advertisers issue. 1978 figures appeared in AA, September 8, 1979; 1955 figures appeared in AA December 24, 1956 (the first year that the 100 Leading Advertisers issue was published).

*Kraft Inc. was formerly National Dairy Products

**American Brands was formerly American Tobacco Co.

World's top 50 ad agencies in 1979

Figures shown here in millions are based on total equity interest in foreign shops. AA must stress that this table represents only estimates due to reporting procedures of a few agencies that varied slightly from those requested.

Rank	Agency	Gross Income	Billings
1	Dentsu	$352.8	$2,437
2	J. Walter Thompson	253.9	1,693
3	McCann-Erickson	252.3	1,687
4	Young & Rubicam	247.6	1,921
5	Ogilvy & Mather	206.2	1,393
6	Ted Bates	181.0	1,177
7	SSC&B	153.2	1,021.6
8	BBDO	144.0	985.5
9	Leo Burnett	141.1	950.7
10	Foote, Cone & Belding	137.6	918.1
11	*D'Arcy-MacManus & Masius	128.0	853.6
12	Hakuhodo	127.4	896.3
13	Grey Advertising	106.3	710.0
14	Doyle Dane Bernbach	104.0	701.0
15	†Benton & Bowles	95.4	640.4
16	Campbell-Ewald	84.2	561.9
17	Compton	77.7	524.6
18	Eurocom	77.2	519.7
19	Dancer Fitzgerald Sample	$68.4	$469.9
20	Naito Issui Sha	65.0	370.3
21	N W Ayer	63.9	428.4
22	Daiko Advertising	62.5	491.8
23	Wells, Rich, Greene	56.6	377.6
24	Marsteller	54.3	362.5
25	Needham, Harper & Steers	50.4	336.2
26	Kenyon & Eckhardt	49.2	328.3
27	Norman, Craig & Kummel	48.0	323.1
28	William Esty Co.	45.6	304.0
29	Bozell & Jacobs Intl.	45.2	304.0
30	Intermarco-Farner	43.5	291.6
31	Dai-Ichi Kikaku	38.4	272.6
32	KM&G Intl.	37.7	245.1
33	Tokyu	34.4	239.9
34	Yomiko	30.7	172.9
35	Cunningham & Walsh	$29.3	$225.2
36	Publicis Conseil	29.2	201.2
37	Ross Roy	26.9	179.0
38	Asahi Kokoku Sha	26.0	165.4
39	Campbell-Mithun	23.8	158.4
40	MPM/Casabranca	23.1	86.7
41	Wunderman, Ricotta & Kline	22.7	151.2
42	TBWA	22.6	150.8
43	Dai-Ichi	22.2	158.1
44	Alcantara Machado Periscinoto	20.8	83.1
45	Asahi Tsushin	20.8	143.9
46	††Groupe Roux Seguela Cayzac & Goudard	18.9	97.3
47	William Wilkens & Co	18.6	93.7
48	Nationwide Ad Service	18.2	69.8
49	Orikomi	18.1	134.6
50	GGK	17.8	118.4

*D'Arcy-MacManus & Masius figures exclude de Garmo, which was merged into the D'Arcy New York office in January

†Figures include 20% ownership in Geeton et Recherche Publicitaire, a French agency group comprising B&B Publicite, Feldman, Calleux and Concurrance

††Groupe RSCG includes the main Paris agency, RSCG, plus Chevassus & Vadon, Dire Immediat and four smaller units

Top Ten Agencies in World Billings

(U.S. Agencies: Billings in millions)

Rank	Agency	1979	1978
1	Young & Rubicam	$1,921.1	$1,359.5
2	J. Walter Thompson Co.	1,693.0	1,476.0
3	McCann-Erickson	1,670.3	1,407.1
4	Ogilvy & Mather Int'l.	1,392.6	1,131.9
5	Ted Bates & Co.	1,203.0	904.0
6	SSC&B	1,021.6	887.6
7	BBDO Int'l.	965.5	817.3
8	Leo Burnett Co.	950.7	866.1
9	Foote, Cone & Belding	918.1	740.5
10	D'Arcy-MacManus & Masius	853.6	698.8

Top Ten Agencies in World Income

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	J. Walter Thompson Co.	$253.9	$221.5
2	McCann-Erickson	250.4	211.0
3	Young & Rubicam	247.6	203.8
4	Ogilvy & Mather Int'l.	206.2	168.4
5	Ted Bates & Co	181.0	133.1
6	SSC&B	153.2	133.1
7	BBDO Int'l.	144.8	120.4
8	Leo Burnett Co.	141.1	128.3
9	Foote, Cone & Belding	137.6	110.0
10	D'Arcy-MacManus & Masius	128.0	104.7

Top Ten Agencies in U.S. Income

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	Young & Rubicam	$149.7	$118.1
2	J. Walter Thompson Co.	118.2	107.2
3	Ogilvy & Mather Int'l	106.8	89.8
4	Ted Bates & Co.	98.4	54.9
5	Foote, Cone & Belding	95.9	75.7
6	Leo Burnett Co.	94.5	89.0
7	BBDO Int'l.	91.3	80.1
8	Grey Advertising	74.7	65.2
9	Doyle Dane Bernbach	72.1	64.5
10	McCann-Erickson	69.4	59.6

Top Ten Agencies in Income Outside U.S.

(U.S. Agencies: Gross income in millions)

Rank	Agency	1979	1978
1	McCann-Erickson	$181.0	$151.1
2	J. Walter Thompson Co.	135.7	114.9
3	SSC&B	119.9	100.9
4	Ogilvy & Mather Int'l.	99.4	82.5
5	Young & Rubicam	97.9	85.8
6	Ted Bates & Co.	82.6	76.0
7	D'Arcy-MacManus & Masius	70.6	54.7
8	BBDO Int'l.	53.5	52.3
9	Leo Burnett Co.	46.6	39.2
10	Campbell-Ewald	44.6	36.9

ADVERTISING AGENCY VITAL STATISTICS (for agencies with payrolls)

Year	Number	Receipts 1/ $000	Employment	Payroll (Year) $000
1939	1,628	$ 97,000	16,936	$ 54,000
1948	3,279	395,000	38,739	194,000
1954	3,267	519,200	45,607	307,800
1958	4,240	772,648 2/	61,327	462,345
1963	4,459	1,024,500 2/	65,555	583,661
1967	5,747	1,365,300 2/	75,412	782,918
1972	7,188	1,831,536	74,566	961,562
1977	8,089	3,168,560	82,515	1,467,071

Source: Census of Business

1/ Receipts include commissions on media, materials and services; public relations and service fees and other receipts.

2/ Projected by Advertising Age from published census data for agencies doing 98% of the media billings in 1956 and 1963, and 84% in 1967.

TOP TEN AGENCIES OUTSIDE THE U.S.

	1979	1978
Dentsu	$2,437 billion	$2,210 billion
Hakuhodo	896,300,000	740,300,000
Eurocom (France)	519,700,000	278,500,000
Naito Issue Sha	370,300,000	---
Daiko Advertising	491,800,000	464,200,000
Dai-Ichi Kikaku	272,600,000	201,200,000
Tokyu	239,900,000	207,300,000
Publicis-Conseil (France)	201,200,000	180,800,000
Yomiko	172,900,000	157,200,000
Asahi Kokoku Sha	165,400,000	159,400,000

All agencies are Japanese unless otherwise indicated.

TEN-YEAR RECORD OF A.A.A.A. MEMBER AGENCIES' COSTS AND PROFITS
(Percent of gross income unless otherwise stated)*

Number of agencies represented	1969 209	1970 229	1971 215	1972 240	1973 248	1974 230	1975 233	1976 231	1977 240	1978 242
Rent, light and depreciation	8.88%	7.30%	7.81%	7.74%	7.29%	7.37%	7.81%	7.36%	7.13%	7.22%
Taxes (other than U.S. income)	2.77	2.93	2.98	3.27	3.67	3.81	3.84	3.94	4.05	4.11
Other operating expenses	15.09	15.40	15.86	15.95	15.83	16.20	16.52	16.47	16.61	16.89
Total payroll	65.79	66.67	65.28	64.53	64.37	64.11	63.23	61.86	61.41	61.02
Payments into retirement plans	2.21	1.67	1.87	1.96	1.85	2.03	2.00	2.31	2.80	2.32
Insurance for employee benefit	0.94	0.99	1.14	1.19	1.22	1.23	1.44	1.58	1.58	1.71
Total expenses	93.66	94.96	94.92	94.84	94.23	94.75	94.84	93.52	93.59	93.27
Profit before U.S. income tax for all agencies	6.32	5.04	5.08	5.36	5.77	5.25	5.16	6.48	6.41	6.73
U.S. income taxes	2.13	1.58	1.76	1.60	1.51	1.59	1.28	1.71	1.88	1.64
Net profit	4.19	3.46	3.32	3.76	4.26	3.66	3.88	4.77	4.73	5.09
Profit before U.S. income tax for incorporated agencies	6.57	4.92	4.80	5.42	5.70	5.27	5.43	6.38	6.19	6.58
U.S. income tax for incorporated agencies	2.54	1.81	1.93	1.80	1.63	1.64	1.52	1.88	1.83	1.84
Net profit for incorporated agencies	4.03	3.11	2.87	3.62	3.87	3.43	3.91	4.52	4.36	4.74
Net profit for incorporated agencies (as percentage of sales — i.e., billing)	0.80	0.68	0.56	0.75	0.82	0.65	0.77	0.97	0.95	0.99

COMMERCIAL TELEVISION STATIONS

	Total	UHF	VHF
1950	96	0	96
1951	107	0	107
1952	108	0	108
1953	125	6	119
1954	354	120	234
1955	411	114	297
1956	440	96	344
1957	471	90	381
1958	494	84	410
1959	510	77	433
1960	515	75	440
1961	527	76	451
1962	541	83	458
1963	557	91	466
1964	564	88	476
1965	569	88	481
1966	587	101	486
1967	611	119	492
1968	637	138	499
1969	662	163	499
1970	677	176	501
1971	682	179	503
1972	693	185	508
1973	696	186	510
1974	697	184	513
1975	706	192	514
1976	701	190	511
1977	711	196	515
1978	716	201	515
1979	725	210	515

Source: Television Digest January each year

CATV OPERATING SYSTEMS AND SUBSCRIBERS

	Operating Systems	Total Subscribers	% of TV Households
1950	-	-	-
1951	-	-	-
1952	70	14,000	0.1
1953	150	30,000	0.1
1954	300	65,000	0.3
1955	400	150,000	0.5
1956	450	300,000	0.9
1957	500	350,000	0.9
1958	525	450,000	1.1
1959	560	550,000	1.3
1960	640	650,000	1.4
1961	700	725,000	1.5
1962	800	850,000	1.7
1963	1,000	950,000	1.9
1964	1,200	1,085,000	2.1
1965	1,325	1,275,000	2.4
1966	1,570	1,575,000	2.9
1967	1,770	2,100,000	3.8
1968	2,000	2,800,000	4.9
1969	2,260	3,600,000	6.2
1970	2,490	4,500,000	7.6
1971	2,639	5,300,000	8.7
1972	2,841	6,000,000	9.6
1973	2,991	7,300,000	11.1
1974	3,158	8,700,000	13.0
1975	3,506	9,800,000	14.3
1976	3,681	10,800,000	15.3
1977	3,715	11,930,000	16.5
1978	3,911	13,000,000	17.6
1979	3,997	14,100,000	19.1

Source: Television Digest; Jan. 1 each year

1977 ad expenditures in 50 countries

Source: International Advertising Assn. and Starch INRA Hooper

	Total Measured Media Advertising Expenditures (a) (In Millions of U.S. Dollars)		Print Expenditures		Television Expenditures		Radio Expenditures	
	1976	1977	1976	1977	1976	1977	1976	1977
Argentina	$ 367.5	$ 382.2	$ 172.3	$ 181.6	$ 140.8	$ 120.9	$ 33.2	$ 51.3
Australia	1,116.0	1,186.4	534.3	594.1	334.7	339.6	104.7	110.7
Austria	251.9	306.9	155.9	187.8	58.6	72.2	22.1	29.2
Belgium	219.6	295.4	159.4	216.4	7.9(b)	22.0(b)	0.6(c)	1.0(c)
Brazil	1,206.5	1,610.9	384.9	483.8	506.9	697.1	246.1	337.6
Canada	1,737.3(d)	1,699.8(d)	931.2	935.5	368.9	353.5	268.7	252.8
Colombia	77.5	167.8(g)	19.6	36.4(g)	35.0	91.0(g)	17.8	29.0(g)
Cyprus	2.4	3.2	0.8	1.0	1.0	1.4	0.3	0.5
Denmark	315.9	444.6	303.4	430.1	(e)	(e)	(e)	(e)
Dominican Republic	29.4(f)	41.1	9.5	12.3	15.5	18.8	3.8	6.3
Egypt	45.7	36.7	34.0	20.1	4.4	8.9	1.1	1.1
Finland	271.7	380.7	218.9	320.2	42.5	44.1	(e)	(e)
France	1,574.1	1,720.0	968.5	972.0	230.0	279.5	146.6	184 9
Greece	61.6	71.9	27.7	34.8	28.7	31.3	3.1	4.5
India	121.4	143.8	74.2	88.6	1.2	2.2	7.3	9.2
Indonesia	50.9	63.3	28.5	35.5	6.4	7.9	3.9	4.6
Ireland	49.7	62.6	25.3	33.4	15.4	19.7	4.5	5.9
Israel	55.1	81.3	44.3	62.1	(e)	(e)	5.2	8.0
Italy	581.0	648.7	342.0	409.6	100.0	112.1	48.0	57.2
Japan	3,714.7(d)(f)	4,779.0(d)(f)	1,782.4	2,255.5	1,697.7	2,218.2	234.6	305.3
Kenya	9.3	10.7	5.2	6.1	0.2	0.2	1.7	2.0
Lebanon	23.2	13.6	11.9	6.3	5.8	4.9	(e)	2.2
Malaysia	42.1(f)	45.6(f)	28.5	30.9	7.3	7.8	2.2	2.4
Malta	2.4	2.1	1.1	1.1	1.0	0.8	0.3	0.1
Mexico	451.8(f)	298.3(f)	57.7	37.3	298.0	202.0	72.1	46.6
Nepal	0.5	0.5	0.4	0.4	(e)	(e)	*	0.1
Netherlands	817.8	1,031.0	696.6	859.8	71.8	74.1	7.9	9.9
New Zealand	121.2	176.8	86.5	107.6	15.6	45.1	14.5	21.8
Nigeria	38.9	42.3	18.6	20.9	4.5	4.4	8.6	10.1
Norway	240.5	376.3	227.1	364.1	(e)	(e)	(e)	(e)
Pakistan	13.5	16.9	3.0	4.8	6.0	7.0	1.7	1.8
Philippines	59.0	81.4	26.2	34.5	16.5	22.4	14.6	16.5
Puerto Rico	96.3(d)(f)	130.6(d)(f)	35.9	38.9	42.7	62.7	17.7	29.0
Singapore	50.3	53.7	40.0	40.0	6.4	9.6	0.8	1.4
South Africa	274.6	307.1	204.1	233.6	(e)	6.9	41.6	42.0
South Korea	175.3	189.0	77.9	76.3	54.7	75.0	36.1	32.1
Spain	521.0	551.3	275.6	283.5	137.4	157.5	45.3	53.4
Sri Lanka	4.2	5.1(f)	3.1	3.9	(e)	(e)	0.6	0.9
Surinam	1.5(f)	1.9(f)	0.6	0.7	0.3	0.4	0.6	0.8
Sweden	392.4	532.8	365.7	494.6	(e)	(e)	(e)	(e)
Switzerland	523.2	550.4	455.7	468.9	41.2	49.0	(e)	(e)
Syria	10.0	17.3	4.0	6.0	3.5	6.0	0.2	0.4
Taiwan	94.9	118.4	35.1	45.4	42.0	52.4	8.8	10.3
Thailand	79.9	99.2(g)	14.7	25.5(g)	40.4	42.0(g)	9.2	12.5(g)
Trinidad & Tobago	10.9	12.7	4.0	4.6	4.1	5.0	2.4	2.6
Turkey	209.0	107.0	77.0	41.0	92.0	36.0	16.0	5.0
United Kingdom	2,051.3	2,568.9	1,379.4	1,709.6	544.3	702.2	37.2	45.9
United States	22,254.0(d)	25,269.0(d)	12,820.0	14,605.0	6,721.0	7,612.0	2,330.0	2,634.0
Venezuela	240.1	280.2	93.1	108.7	79.6	92.7	41.7	48.8
West Germany	2,482.4	3,148.9	1,930.2	2,485.1	335.0	386.7	80.4	109.0

*Less than $0.05 million.

(a) Reported advertising expenditures in print, "outdoor and transportation," cinema, radio and television, where these media are available for advertising.
(b) Television not available for advertising in Belgium. Expenditure for Tele-Luxembourg.
(c) Radio not available for advertising in Belgium. Expenditure for Radio-Luxembourg.
(d) Expenditure for cinema not reported.
(e) Medium not available for advertising.
(f) Expenditure for "outdoor and transportation" not reported.
(g) 1978 data.

HOW TV VISUALIZES AD VOLUME AND ITS SHARE, 1980-85
(TvB Estimates)

	Millions	% Change	Millions	% Change	% Of Ad Vol.
1980	55,500	+13	12,015	+18	21.6
1981	61,050	|	13,490	|	22.1
1982	67,160	|	15,170	|	22.6
1983	73,870	+10*	17,070	+12.5*	23.1
1984	81,260	|	19,210	|	23.6
1985	89,380	|	21,645	|	24.2

Sources: Ad Volume, McCann-Erickson 1960-79
TvB estimates 1980-85
TV Ad Volume, McCann-Erickson 1960-78
TvB estimates 1979-85

HOURS OF TV USAGE
Per TV Home Per Day

	1977	1978	1979
Jan	7:16	7:08	7:20
Feb	6:55	7:00	7:11
Mar	6:32	6:36	6:41
Apr	6:05	6:05	6:26
May	5:32	5:46	5:53
Jun	5:24	5:28	5:50
Jul	5:13	5:32	5:46
Aug	5:35	5:42	5:55
Sep	5:55	6:09	6:16
Oct	6:12	6:25	6:32
Nov	6:30	6:44	6:56
Dec	6:46	6:51	6:53
Yearly Average	6:10	6:17	6:28

Source: A.C. Nielsen

Top 100 Magazines by Advertising Sales

	Title	Est. ad sales ($000)	Rank
1	Time	212,129	2
2	TV Guide	211,812	1
3	Newsweek	159,656	4
4	Parade	129,921	13
5	Sports Illustrated	115,160	7
6	Business Week	109,793	14
7	Reader's Digest	101,467	3
8	Better Homes and Gardens	90,401	9
9	Woman's Day	88,987	10
10	Family Circle	88,084	8
11	Good Housekeeping	81,423	12
12	People Weekly	78,366	6
13	Family Weekly	75,870	22
14	McCall's Magazine	67,903	15
15	U.S. News & World Report	62,286	20
16	Playboy	60,391	5
17	Ladies' Home Journal	53,753	18
18	Redbook Magazine	46,475	21
19	Cosmopolitan	45,863	19
20	Fortune	44,203	24
21	The New Yorker	38,513	27
22	Forbes	33,878	28
23	Glamour	31,936	25
24	National Geographic Magazine	30,305	17
25	New York Times Magazine	30,127	40
26	Southern Living	28,931	29
27	Sunset	25,782	32
28	Penthouse	25,638	11
29	Vogue	23,938	30
30	House & Garden	22,877	36
31	Popular Photography	21,992	41
32	New York News Sunday	20,540	61
33	National Enquirer	20,150	16
34	Field & Stream	19,496	38
35	Popular Mechanics	18,507	33
36	Farm Journal	18,087	53
37	New York Magazine	17,944	48
38	Seventeen	17,736	35
39	Ebony	17,215	45
40	Popular Science	16,702	34
41	Outdoor Life	16,348	39
42	House Beautiful	15,846	50
43	Computerworld	15,256	71
44	Prevention	15,193	42
45	Golf Digest	14,809	55
46	Psychology Today	14,562	49
47	Smithsonian	14,275	37
48	Mechanix Illustrated	13,472	51
49	L.A. Times Home Magazine	13,353	88
50	Mademoiselle	13,219	47
51	Travel & Leisure	13,005	63
52	Machine Design	12,860	94
53	Engineering News	12,668	85
54	Industry Week	12,512	99
55	Stereo Review	12,373	79
56	Advertising Age	12,301	86
57	Medical Economics	12,270	91
58	Golf	12,164	74
59	Plant Engineering	12,078	103
60	Chemical Engineering	12,074	92
61	Scientific American	11,880	52
62	Esquire/Fortnightly	11,781	58
63	Progressive Farmer	11,624	72
64	Successful Farming	11,357	87
65	Car and Driver	11,331	70
66	Money	10,960	56
67	Chicago Tribune Magazine	10,900	119
68	Barron's	10,789	68
69	Oil & Gas Journal	10,723	105
70	Electronic News	10,500	111
71	Aviation Week & Space Technology	10,161	90
72	Rolling Stone	10,154	59
73	Design News	10,084	126
74	Electronics	9,954	115
75	Electronic Design	9,735	127
76	Modern Photography	9,726	81
77	Iron Age	9,566	129
78	Detroit News Sunday Magazine	9,474	136
79	United Mainliner	9,232	143
80	Cycle	9,198	97
81	Road & Track	9,087	78
82	Architectural Digest	9,075	60
83	Datamation	9,041	125
84	Parents' Magazine & Better Living	8,949	76
85	Nation's Business	8,888	46
86	The Star	8,860	23
87	Institutions/Volume Feeding	8,798	151
88	New West Magazine	8,737	114
89	Bon Appetit	8,596	66
90	Modern Bride	8,532	107
91	Bride's Magazine	8,408	109
92	Prairie Farmer	8,326	134
93	Billboard	8,283	93
94	Motor Trend	8,165	77
95	New Equipment Digest	7,885	166
96	Life	7,688	44
97	Harper's Bazaar	7,621	82
98	Eastern Review	7,559	174
99	Hot Rod Magazine	7,467	73
100	Journal American Medical Assn.	7,449	161

Top 50 Magazines 1979

		Est. total sales ($000)	Est. advertising sales ($000)	Est. subscription sales ($000)	Est. newsstand sales ($000)	Est. ad pages	Average circ.	Average no. subs.	Average newsstand sales	Issues / year	Magazine type	Auditing org.	Pd. / control.	B/W rate 1X
1	TV Guide	552,326	211,812	114,457	226,057	3,700	20,044,375	7,623,635	12,420,740	52	C	ABC	P	55,000
2	Time	348,868	212,129	121,557	15,182	3,225	4,293,387	4,001,418	291,969	52	C	ABC	P	40,960
3	Reader's Digest	239,605	101,467	122,997	15,141	1,462	18,036,216	16,689,315	1,346,901	12	C	ABC	P	64,500
4	Newsweek	236,479	159,656	62,667	14,156	3,397	2,929,888	2,691,219	238,669	52	C	ABC	P	29,275
5	Playboy	176,143	60,391	34,596	81,156	1,431	5,995,605	2,683,096	3,312,509	12	C	ABC	P	31,310
6	People	169,833	78,366	11,946	79,521	3,440	2,394,660	355,672	2,038,988	52	C	ABC	P	19,000
7	Sports Illustrated	168,728	115,160	47,447	6,121	2,812	2,280,047	2,182,812	97,155	52	C	ABC	P	25,900
8	Family Circle	154,507	88,084	—	66,423	1,737	7,948,017	—	7,948,017	16	C	ABC	P	44,900
9	Better Homes & Gardens	143,951	90,401	44,350	9,200	1,707	8,023,592	7,250,490	773,102	12	C	ABC	P	44,395
10	Woman's Day	142,562	88,987	—	53,575	1,633	7,809,827	—	7,809,827	14	C	ABC	P	44,960
11	Penthouse	137,698	25,638	4,287	107,773	849	4,632,141	233,233	4,398,908	12	C	ABC	P	20,700
12	Good Housekeeping	135,923	81,423	28,524	25,976	2,117	5,270,124	3,461,550	1,808,574	12	C	ABC	P	33,130
13	Parade	129,921	129,921	—	—	918	21,035,928	—	—	52	C	ABC	N	111,945
14	Business Week	129,300	109,793	18,036	1,471	5,003	793,524	770,422	23,082	51	C	ABC	P	15,560
15	McCall's Magazine	122,837	67,903	43,560	11,374	1,440	6,519,804	5,568,191	951,613	12	C	ABC	P	38,675
16	National Enquirer	116,225	20,150	4,821	91,254	1,404	5,186,800	495,130	4,691,670	52	C	ABC	P	16,600
17	National Geographic	115,653	30,305	85,283	65	401	10,037,676	10,033,316	4,360	12	C	ABC	P	54,280
18	Ladies' Home Journal	105,907	53,753	37,566	14,588	1,394	5,832,279	4,819,252	1,013,027	12	C	ABC	P	30,240
19	Cosmopolitan	95,398	45,863	2,364	47,171	2,362	2,733,496	112,897	2,620,599	12	C	ABC	P	14,855
20	U.S. News & World Report	95,011	62,286	29,253	3,472	1,995	2,052,250	1,985,481	66,769	52	C	ABC	P	19,800
21	Redbook Magazine	88,028	46,475	26,627	14,926	1,474	4,457,061	3,461,996	995,065	12	C	ABC	P	25,145
22	Family Weekly	75,870	75,870	—	—	1,000	12,218,539	—	—	52	C	ABC	N	63,630
23	The Star	69,717	8,860	660	60,197	936	3,199,044	109,076	3,089,968	52	C	ABC	P	12,300
24	Fortune	57,020	44,203	11,672	1,145	2,153	669,040	639,680	29,360	26	C	ABC	P	14,650
25	Glamour	55,959	31,936	5,654	18,369	2,031	1,889,711	773,725	1,114,986	12	C	ABC	P	11,650
26	The New Yorker	49,998	38,513	9,316	2,169	4,104	498,382	456,671	41,711	52	C	ABC	P	7,600
27	Hustler	49,838	1,922	649	47,267	205	1,546,118	36,303	1,509,815	12	C	ABC	P	7,500
28	Forbes	46,803	33,878	12,402	523	2,411	671,855	658,614	13,241	26	C	ABC	P	10,990
29	Southern Living	43,680	28,931	13,012	1,737	1,594	1,685,964	1,586,969	98,995	12	C	ABC	P	14,115
30	Vogue	39,918	23,938	5,983	9,997	2,270	988,799	441,029	547,770	12	C	ABC	P	9,300
31	Midnight Globe	39,033	6,754	699	31,580	1,008	1,690,442	63,944	1,626,498	52	C	ABC	P	6,700
32	Sunset	36,689	25,782	9,392	1,515	1,744	1,378,132	1,245,226	132,906	12	C	ABC	P	11,590
33	Popular Mechanics	34,490	18,507	10,836	5,147	1,434	1,630,719	1,240,800	389,919	12	C	ABC	P	12,690
34	Popular Science	33,793	16,702	11,747	5,344	1,128	1,812,183	1,515,308	296,875	12	C	ABC	P	14,205
35	Seventeen	33,767	17,736	5,765	10,266	1,329	1,411,539	556,033	855,506	12	C	ABC	P	9,525
36	House & Garden	33,678	22,877	5,307	5,494	1,394	1,054,236	643,616	410,620	12	C	ABC	P	11,900
37	Smithsonian	31,193	14,275	16,895	23	865	1,761,267	1,759,737	1,580	12	C	ABC	P	15,000
38	Field & Stream	30,695	19,496	9,355	1,844	1,101	2,047,288	1,893,628	153,660	12	C	ABC	P	15,400
39	Outdoor Life	30,243	16,348	11,299	2,596	1,046	1,741,976	1,525,661	216,315	12	C	ABC	P	13,900
40	N.Y. Times Sunday Magazine	30,127	30,127	—	—	2,865	1,412,481	—	—	52	C	ABC	N	8,450
41	Popular Photography	28,977	21,992	4,264	2,721	1,919	825,834	644,414	181,420	12	C	ABC	P	17,920
42	Prevention	27,977	15,193	12,213	571	1,271	2,268,097	2,220,541	47,556	12	C	—	P	10,745
43	Consumer Reports	27,900	—	25,800	2,100	—	2,229,000	2,150,000	140,000	12	C	—	P	NA
44	Life	27,890	7,688	9,065	11,137	447	1,328,598	503,619	824,979	12	C	—	P	15,000
45	Ebony	27,758	17,215	7,621	2,922	949	1,256,411	1,012,918	243,493	12	C	ABC	P	10,638
46	Nation's Business	26,294	8,888	17,406	—	571	1,212,360	1,212,360	—	12	C	ABC	P	12,600
47	Mademoiselle	26,221	13,219	2,212	10,790	1,461	974,046	315,561	658,485	12	C	ABC	P	7,375
48	New York Magazine	25,686	17,944	5,997	1,745	2,592	402,685	368,474	34,211	51	C	ABC	P	6,500
49	Psychology Today	24,523	14,562	6,957	3,004	823	1,176,920	1,009,176	167,744	12	C	ABC	P	14,540
50	House Beautiful	23,892	15,846	4,370	3,676	1,193	849,070	542,720	306,350	12	C	ABC	P	9,715

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Circulation and costs of magazines

Year	Number Magazines or Groups	Total	Circulation Per 100 Adults	Average Single Copy Price	Average Yearly Subscription Price	U.S. Periodicals
1950	249	149,679,475	140.2			6,960
1955	260	166,286,858	152.1			7,648
1960	269	187,913,626	162.8	$.39	$4.58	8,422
1965	279	211,659,541	171.0	.46	5.32	8,990
1970	303	245,306,055	182.9	.63	7.16	9,573
1975	322	249,135,713	169.7	.87	10.14	9,657
1976	335	253,299,791	169.5	.88	11.52	9,872
1977	362	257,462,933	169.3	1.09	12.70	9,732
1978	375	266,801,128	172.5	1.21	14.86	9,582
1979	391	268,435,664	170.5	1.25	15.18	9,719

RADIO REVENUES

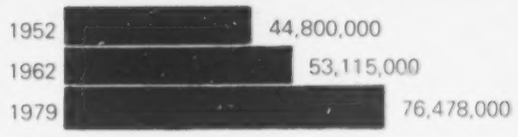
RADIO REVENUES
...UP 351% SINCE 1960
(IN MILLIONS OF DOLLARS)

YEAR	Spot	Local	Network	Total
1960	$208.0	$ 401.6	$ 44.9	$ 654.5
1961	205.6	397.7	47.7	651.0
1962	218.2	434.2	44.9	697.3
1963	231.0	465.0	51.5	747.6
1964	244.1	504.2	54.0	802.3
1965	261.3	553.0	54.3	868.7
1966	292.6	607.6	57.4	957.7
1967	298.3	641.2	58.2	997.6
1968	342.2	733.4	54.7	1,130.4
1969	349.6	799.9	50.9	1,200.4
1970	355.3	852.7	48.8	1,256.8
1971	378.0	954.6	55.1	1,387.7
1972	384.3	1,098.4	65.0	1,547.7
1973	382.3	1,205.4	59.4	1,647.1
1974	386.8	1,308.8	60.3	1,755.9
1975	416.3	1,403.3	72.7	1,892.3
1976	494.6	1,639.3	92.2	2,226.1
1977	521.3	1,873.1	118.1	2,512.5
1978*	579.0	2,248.0	126.0	2,953.0

*Estimated

RADIO: PENETRATION IN AND OUT OF HOME

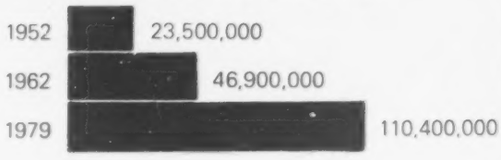
RADIO HOUSEHOLDS UP 71%



VIRTUALLY EVERY HOME HAS A RADIO
ONLY 1.1% OF HOMES WITH NO RADIO

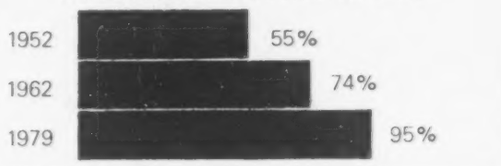
98.9% of all U.S. homes have at least one working order radio. Average household has **5.7** sets.

RADIO SETS IN AUTOS UP 370%



98% of company-owned cars are radio equipped.

PERCENT OF CARS WITH RADIOS:
AUTO RADIO NEAR SATURATION POINT



Costs of cigaret advertising: 1978-1972

Per carton and per million cigarets sold

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The top cigaret brands based on 1978 sales, related to the amount invested for each brand in general magazines, newspapers (including Sunday sections), network tv, spot tv, network radio, spot radio and outdoor. The figures are not offered as complete records of expenditures; tobacco companies spend large sums for point of purchase materials and in other nonmeasured media. Sales figures for this study were taken from the 1978 Maxwell Report. Advertising expenditures were compiled from figures supplied by Broadcast Advertisers Reports; Institute of Outdoor Advertising; Leading National Advertisers; Radio Advertising Bureau; Radio Expenditure Reports, and Television Bureau of Advertising. Newspaper expenditures for 1975, 1976, 1977 and 1978 were supplied by sources in the tobacco industry; newspaper totals for the years previous to 1975 were compiled from figures supplied by the Newspaper Advertising Bureau (compiled by Media Records).

	1978	1977	1976	1975	1974	1973	1972
Marlboro (Philip Morris)[1,2,3,4]							
Sales (billions)	101.25	96.9	94.2	91.3	86.1	78.8	69.5
Ad investment	$43,681,500	$41,690,000	$31,558,100	$22,093,000	$25,622,046	$20,968,982	$21,472,445
Ad cost per million	$431.42	$430.23	$335.01	$241.98	$297.44	$266.03	$308.96
Ad cost per carton	8.6¢	8.6¢	6.7¢	4.8¢	5.9¢	5.3¢	6.2¢
Winston (Reynolds)[1,2,3,4]							
Sales (billions)	84.7	88.1	90.1	91.5	90.1	87.9	84.5
Ad investment	$41,912,000	$44,290,900	$30,646,800	$31,733,000	$32,874,523	$22,131,689	$21,915,149
Ad cost per million	$494.82	$502.62	$340.14	$346.80	$364.54	$251.78	$259.35
Ad cost per carton	9.8¢	10¢	6.8¢	6.9¢	7.3¢	5¢	5.2¢
Kool (Brown & Williamson)[2,4,5]							
Sales (billions)	59.0	59.3	60.7	61.8	60.8	56.1	49.9
Ad investment	$37,313,900	$28,857,200	$23,062,400	$20,064,100	$17,093,560	$15,915,007	$20,103,779
Ad cost per million	$632.43	$486.38	$379.94	$324.18	$281.05	$283.64	$402.88
Ad cost per carton	12.6¢	9.7¢	7.5¢	6.4¢	5.6¢	5.7¢	8.1¢
Salem (Reynolds)[2,4]							
Sales (billions)	54.4	53.7	52.6	50.5	50.8	49.0	47.0
Ad investment	$43,948,900	$33,919,500	$24,749,700	$23,778,500	$21,704,195	$20,114,633	$17,611,766
Ad cost per million	$807.88	$631.64	$470.52	$470.86	$426.82	$410.50	$374.72
Ad cost per carton	16.1¢	12.6¢	9.4¢	9.4¢	8.5¢	8.2¢	7.5¢
Pall Mall (American Tobacco)[2,4,5]							
Sales (billions)	37.3	40.2	43.2	49.9	51.6	52.5	53.2
Ad investment	$9,542,200	$10,668,600	$12,411,500	$10,379,700	$9,551,971	$6,224,501	$9,722,289
Ad cost per million	$255.82	$264.79	$265.20	$208.01	$185.04	$118.61	$182.79
Ad cost per carton	5.1¢	5.2¢	5.3¢	4.1¢	3.7¢	2.4¢	3.7¢
Benson & Hedges (Philip Morris)[1,3,4]							
Sales (billions)	27.6	26.1	26.2	26.2	25.2	20.8	18.5
Ad investment	$29,993,800	$27,990,600	$14,110,700	$14,804,600	$18,336,538	$16,127,011	$15,475,415
Ad cost per million	$1,086.73	$1,069.97	$538.57	$565.06	$727.04	$776.08	$836.51
Ad cost per carton	21.7¢	21.3¢	10.7¢	11.3¢	14.5¢	15.5¢	16.7¢
Camel (Reynolds)[1,5]							
Sales (billions)	26.4	24.3	26.0	27.4	28.9	29.9	29.9
Ad investment	$36,008,600	$6,601,000	$6,643,000	$9,946,500	$11,208,661	$6,667,037	$6,658,795
Ad cost per million	$1,363.96	$270.64	$255.50	$363.01	$386.77	$222.97	$222.70
Ad cost per carton	27.2¢	5.4¢	5.1¢	7.2¢	7.7¢	4.5¢	4.5¢
Vantage (Reynolds)[1,2,3,4]							
Sales (billions)	18.5	17.3	14.3	12.2	9.6	7.3	6.0
Ad investment	$30,786,300	$34,887,300	$20,069,700	$15,480,100	$10,121,232	$8,128,622	$6,191,707
Ad cost per million	$1,664.12	$2,010.79	$1,403.47	$1,268.86	$1,055.39	$1,113.50	$1,040.62
Ad cost per carton	33.2¢	40.2¢	28¢	25.3¢	21.1¢	22.3¢	20.8¢
Merit (Philip Morris)[1,2,3,4]							
Sales (billions)	16.9	14.2	8.5	——	——	——	——
Ad investment	$44,149,000	$42,698,600	$44,597,000	——	——	——	——
Ad cost per million	$2,612.36	$2,990.09	$5,246.70	——	——	——	——
Ad cost per carton	52.2¢	59.8¢	$1.05	——	——	——	——
Kent (P. Lorillard)[1,3,4]							
Sales (billions)	15.9	30.1	27.8	26.9	29.0	29.9	29.5
Ad investment	$12,726,400	$29,114,800	$22,724,000	$16,678,900	$15,056,823	$15,629,561	$12,206,782
Ad cost per million	$795.40	$967.26	$817.41	$620.03	$517.59	$522.38	$413.79
Ad cost per carton	15.9¢	19.3¢	16.3¢	12.4¢	10.3¢	10.4¢	8.3¢
'Golden Lights (P. Lorillard)[1,2,3,4]							
Sales (billions)	14.7	——	——	——	——	——	——
Ad investment	$26,101,200	——	——	——	——	——	——
Ad cost per million	$1,775.59	——	——	——	——	——	——
Ad cost per carton	35.5¢	——	——	——	——	——	——
Tareyton (American Tobacco)[1,2,3,5]							
Sales (billions)	13.4	14.9	16.5	18.2	18.9	19.3	19.1
Ad investment	$14,477,900	$14,749,700	$7,263,500	$8,902,900	$10,914,698	$5,155,306	$6,397,147
Ad cost per million	$1,080.44	$985.28	$440.21	$489.17	$575.97	$266.70	$334.93
Ad cost per carton	21.6¢	19.7¢	8.8¢	9.7¢	11.5¢	5.3¢	6.7¢
Raleigh (Brown & Williamson)[1,3,5]							
Sales (billions)	12.4	12.4	12.9	14.1	15.4	16.4	16.6
Ad investment	$11,901,000	$9,332,100	$6,065,300	$5,601,500	$10,166,600	$7,695,799	$7,215,266
Ad cost per million	$959.75	$748.96	$470.17	$397.26	$660.16	$470.40	$434.65
Ad cost per carton	19.2¢	14.9¢	9.4¢	7.9¢	13.2¢	9.4¢	8.7¢
Viceroy (Brown & Williamson)[1,3]							
Sales (billions)	11.9	12.8	14.2	15.9	17.5	18.5	19.0
Ad investment	$10,313,400	$9,117,700	$5,622,000	$10,012,400	$13,119,464	$9,166,193	$9,837,991
Ad cost per million	$866.67	$708.99	$395.91	$629.71	$750.11	$495.74	$517.79
Ad cost per carton	17.3¢	14.1¢	7.9¢	12.5¢	15¢	9.9¢	10.4¢
True (P. Lorillard)[1,2,3,4]							
Sales (billions)	11.5	10.8	8.9	9.3	8.9	8.8	8.6
Ad investment	$16,086,000	$10,675,300	$12,140,800	$7,322,800	$8,249,496	$6,965,228	$6,367,000
Ad cost per million	$1,392.72	$980.28	$1,364.13	$787.39	$922.76	$787.11	$740.35
Ad cost per carton	27.8¢	19.6¢	27.2¢	15.7¢	18.4¢	15.7¢	14.4¢
Carlton (American Brands)[1,2,3,4]							
Sales (billions)	10.1	7.9	7.3	5.0	2.9	2.4	1.9
Ad investment	$23,847,100	$22,477,100	$21,433,700	$10,161,600	$3,647,000	$2,098,000	$967,500
Ad cost per million	$2,361.15	$2,834.43	$2,936.12	$2,032.20	$1,257.58	$1,098.94	$509.21
Ad cost per carton	47.2¢	56.6¢	58.7¢	40.6¢	25.1¢	21.9¢	10.1¢